

# ACTIONABLE INSIGHT THROUGH NAS ANALYTICS

With NAS Analytics and data-led strategy adjustments, Learning Care Group saw major gains in ROI, including a 63% drop in Cost Per Apply.

## CHALLENGE

Learning Care Group (LCG), one of North America's largest child-care providers, hires primarily for teaching roles across 900+ locations. Despite working with a variety of media partners, they lacked clarity on which sources delivered quality candidates and needed a partner to help them make smarter, data-driven decisions.



## SOLUTION

NAS implemented NAS Analytics, a comprehensive track-to-hire analytics solution, to uncover actionable KPIs and guide strategic adjustments across media and platforms.

1

We established measurable KPIs, such as CPA, source performance, and funnel conversion, to build a baseline and optimize ongoing decisions.

2

NAS introduced our programmatic buying platform and centralized PPC campaigns to more efficiently drive high-quality applicant traffic.

3

Our team continuously analyzed results and adjusted tactics to improve performance and return on investment.

## RESULTS



**63%** reduction in Cost Per Apply

**19%** reduction in Cost Per Click

Pay-per-click campaigns drive  
**30%** of all paid hires